

WHERE'S THE CLOSEST PLACE TO FOOD SHOP?

Oh, probably
Trader Joes get
the Muni to
Stonestown



EXCUSE ME, IS THIS THE MUNI STOP
TO GO TO
STONESTOWN?

It's right across
the street
there



Social Wayfinding

SORRY, THANK YOU.

Just put
your
basket
on the other
side here,



Where
ya
from?

You're
asking the
wrong
person
honey,
maybe near
the jellies

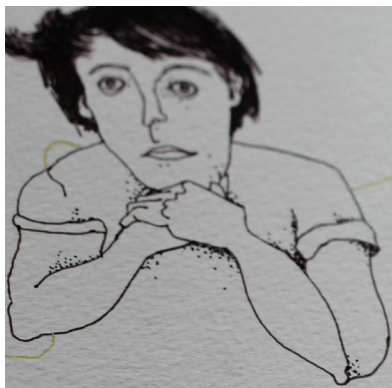


EXCUSE ME,
DO YOU KNOW
WHERE PEANUT
BUTTER
WOULD BE?

yeah,
you're
doing
good



DO I PULL
THIS WHEN I
GET OFF?



EXCUSE ME, IS THIS THE MUNI STOP
TO GO TO
STONESTOWN?

YOU.

Social Wayfinding



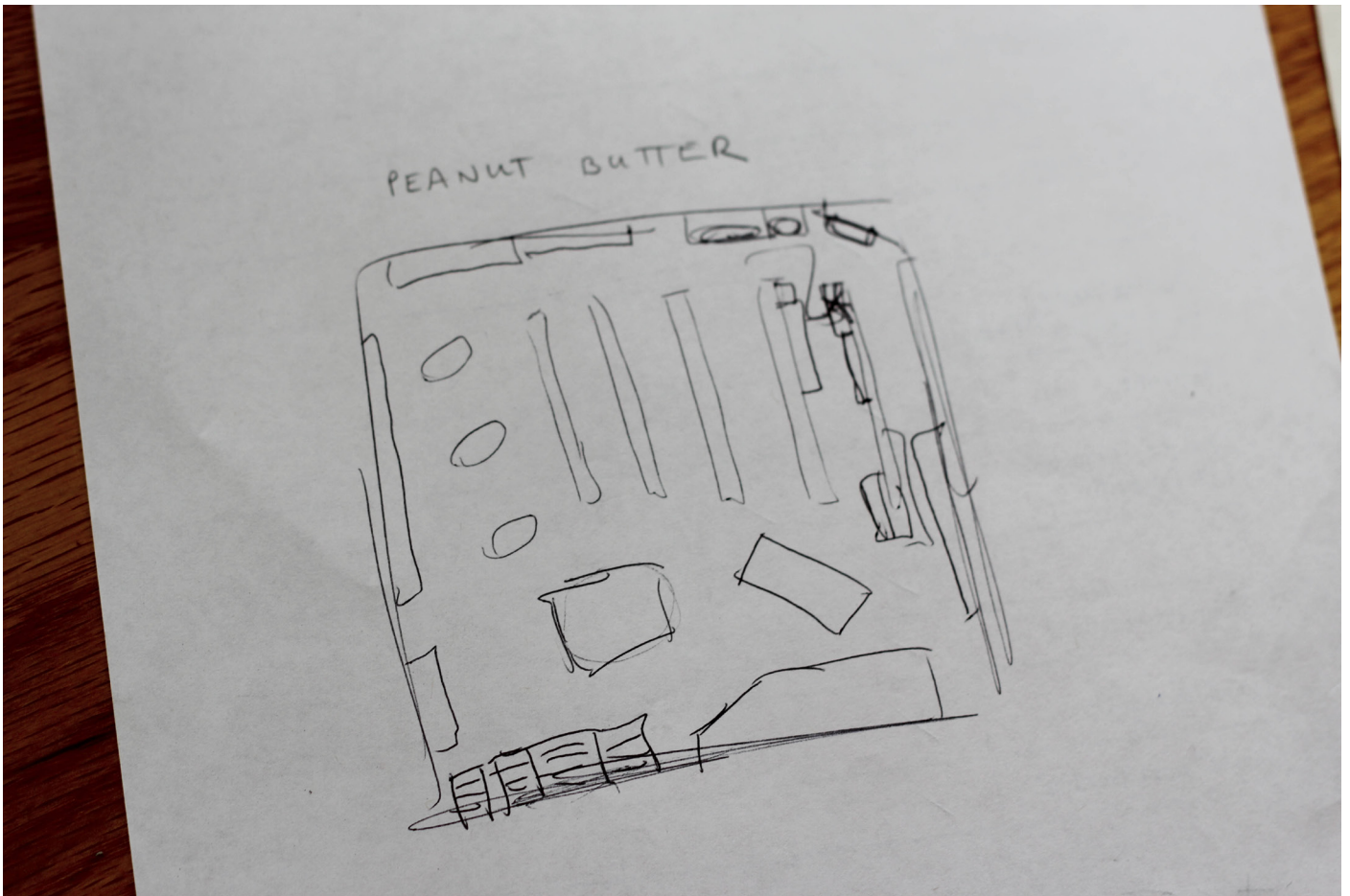
You're
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wrong
person



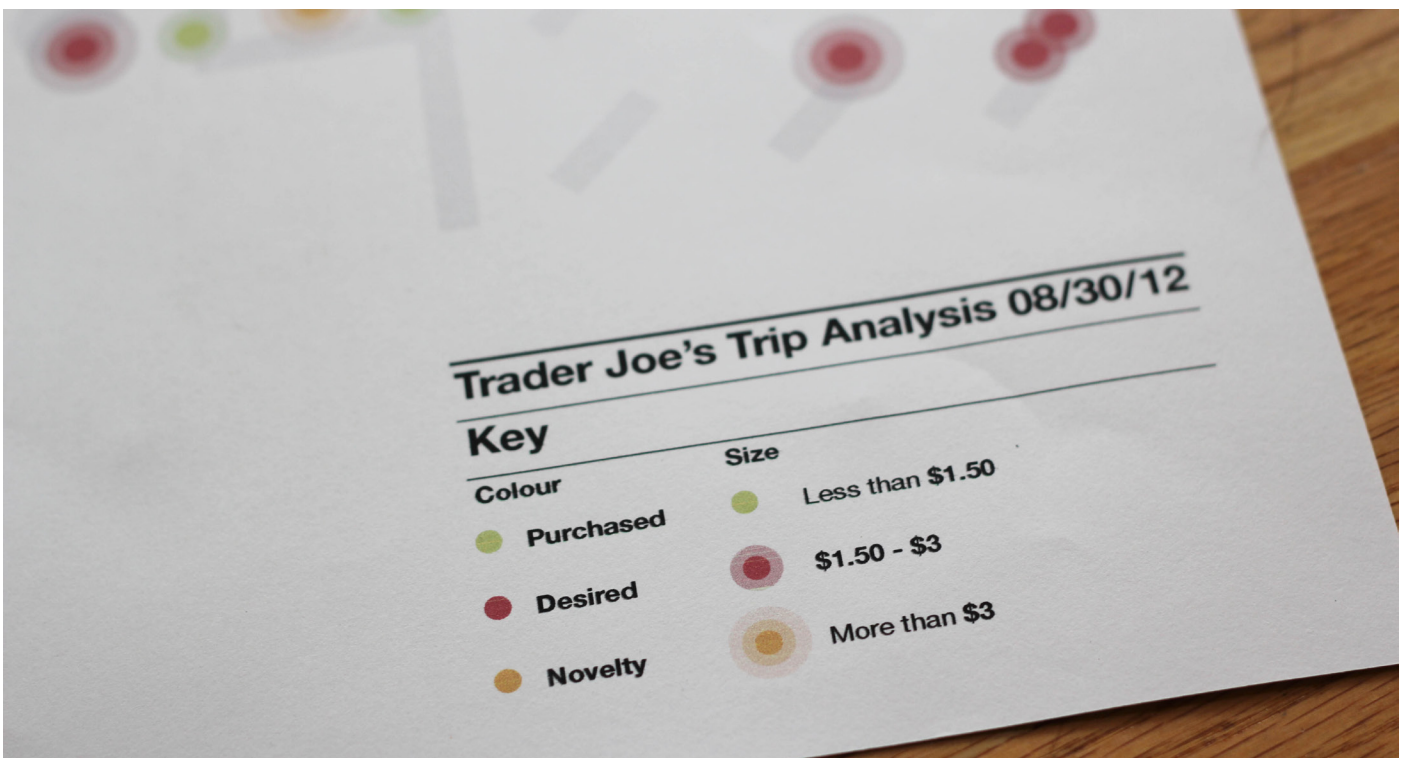
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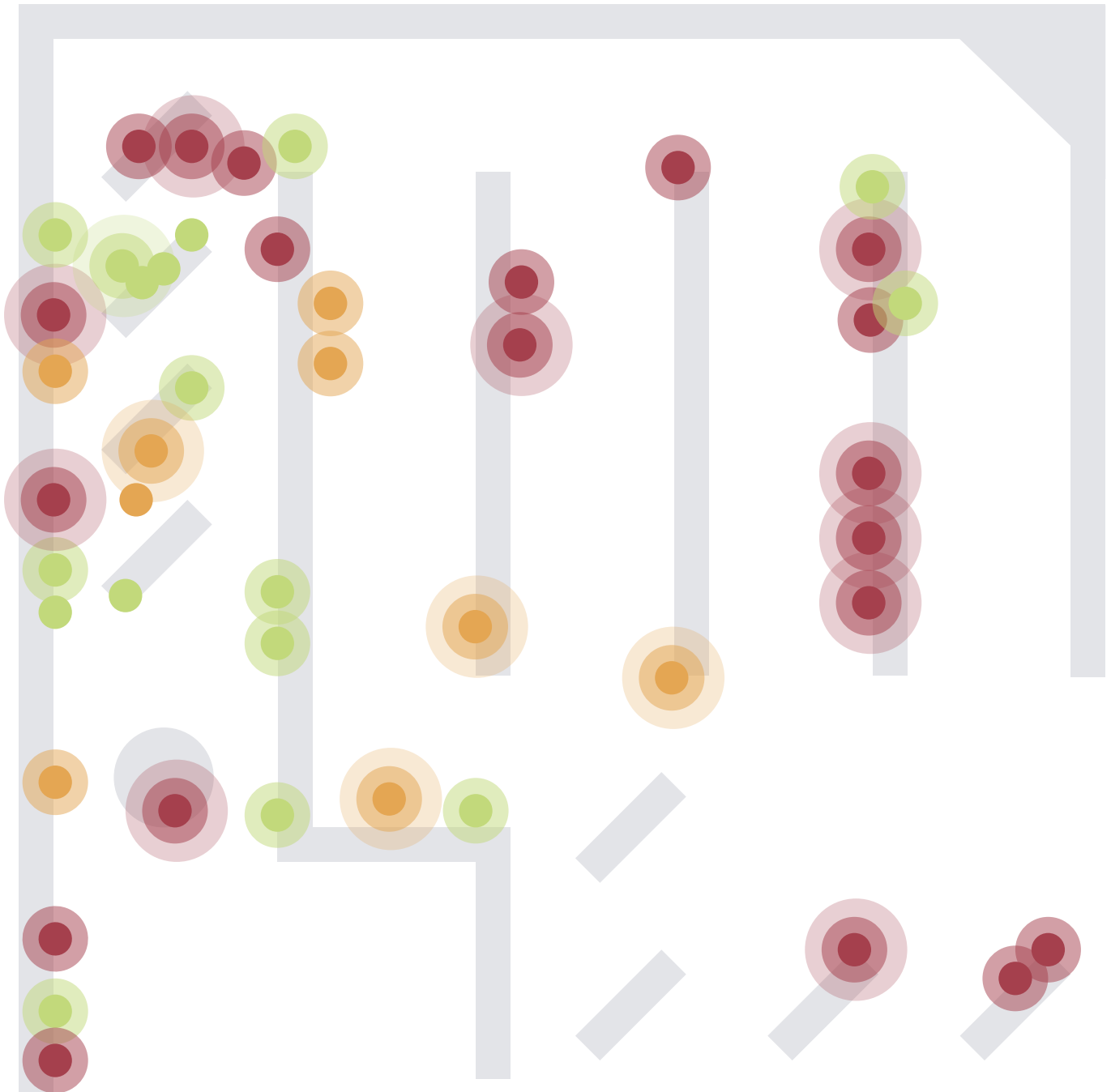
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Ashley drew me a Peanut Butter map for Trader Joe's, which led to me mapping what I bought where on my next shop. I then classified items according to price, and whether I bought, wanted or laughed at them.





Trader Joe's Trip Analysis 08/30/12

Key

Colour

● Purchased

● Desired

● Novelty

Size

● Less than \$1.50

● \$1.50 - \$3

● More than \$3